

TWO TWELVE + ARUP + INSIGHT CIVIL

Battery Park City

Wayfinding Strategy and Schematic Design

JULY 2018

PROJECT GOALS

Create a simple, strong, and memorable sign system for Battery Park City that will:

- Express the BPC brand and identity
- Create a unified BPC public experience
- Respect the character of BPC
- Respond to the needs of the users of BPC
- Be easy to maintain and update

WHO WE MET WITH

Battery Park City CB1 Committee

Brookfield Place

Downtown Alliance

Goldman Sachs

IGY Marinas

Pier A

Poets House

New York Public Library

Museum of Jewish Heritage

Skyscraper Museum

Residential Building Managers

WHAT WE HEARD - FROM THE RECENT SURVEY

- Pedestrians need better directional information to transit and public concessions / resources
- There needs to be more clear regulatory signs for Pedestrians and Bicyclists -- Keep pedestrians out of the bike lanes
- It would be helpful to provide direction for tourists and other first time visitors
- North Cove Marina needs more clear identification

WHAT WE HEARD – FROM OTHER STAKEHOLDERS

- Access to the waterfront, as well as the adjacent major destinations, draws non-residents into the area
- BPC is highly pedestrianized, which is positive, but also creates safety issues where pedestrian traffic intersects with cross-through bike and vehicular traffic
- Many people don't realize BPC and The Battery are not the same. Visitors are often looking for adjacent amenities (like tourist ferry).
- Individual destinations within BPC are not always clearly identified or delineated
- BPC is an oasis within Manhattan—you know you are somewhere different, but not specifically where.

Part 1

Wayfinding Strategy

Site Overview

- Context
- Existing Signage

Site Overview

Context

- Clear signage at arrival points to/from BPC can help to orient visitors and distinguish between BPC and other waterfront destinations.

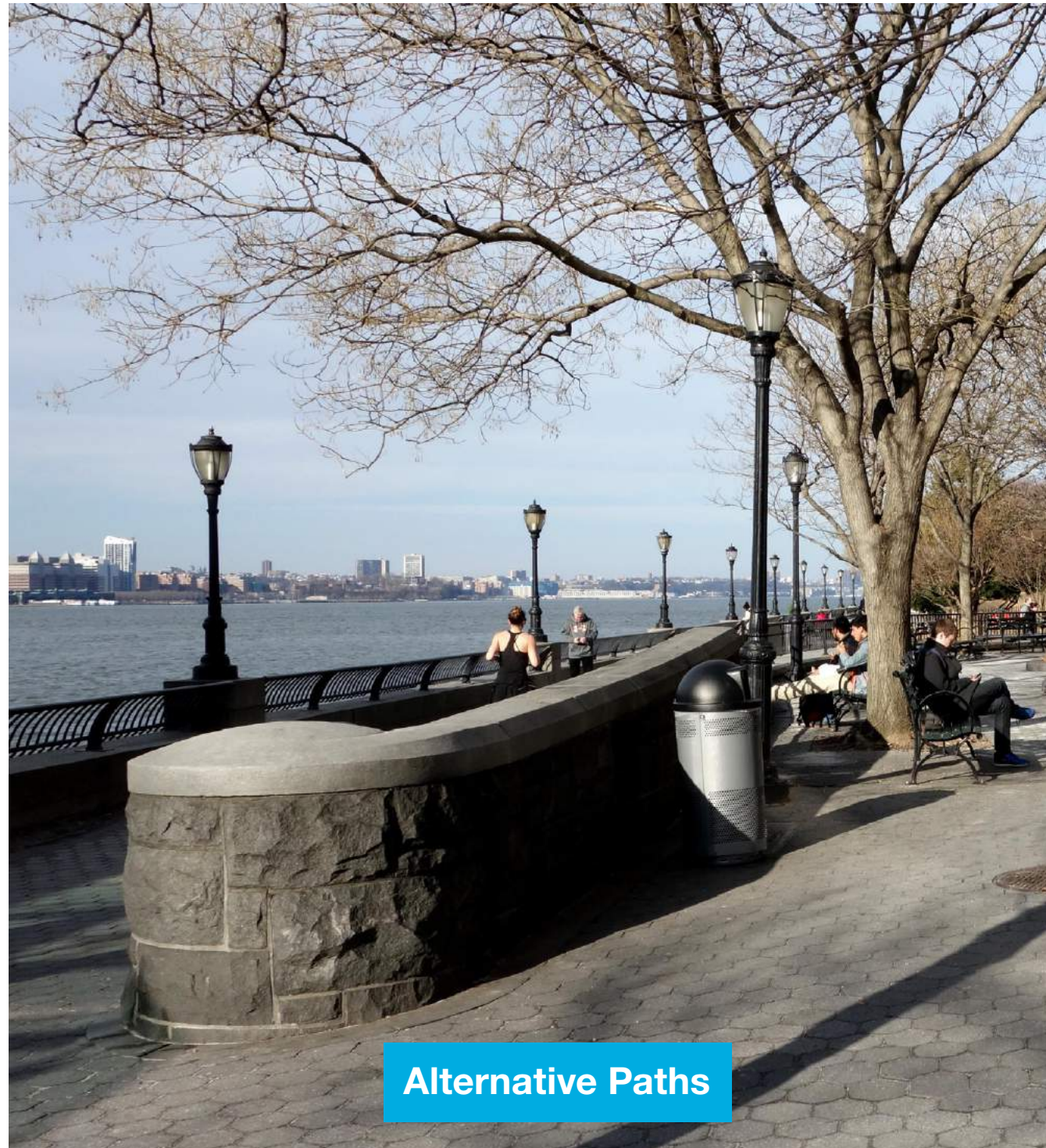


Nonpermanent Gateway

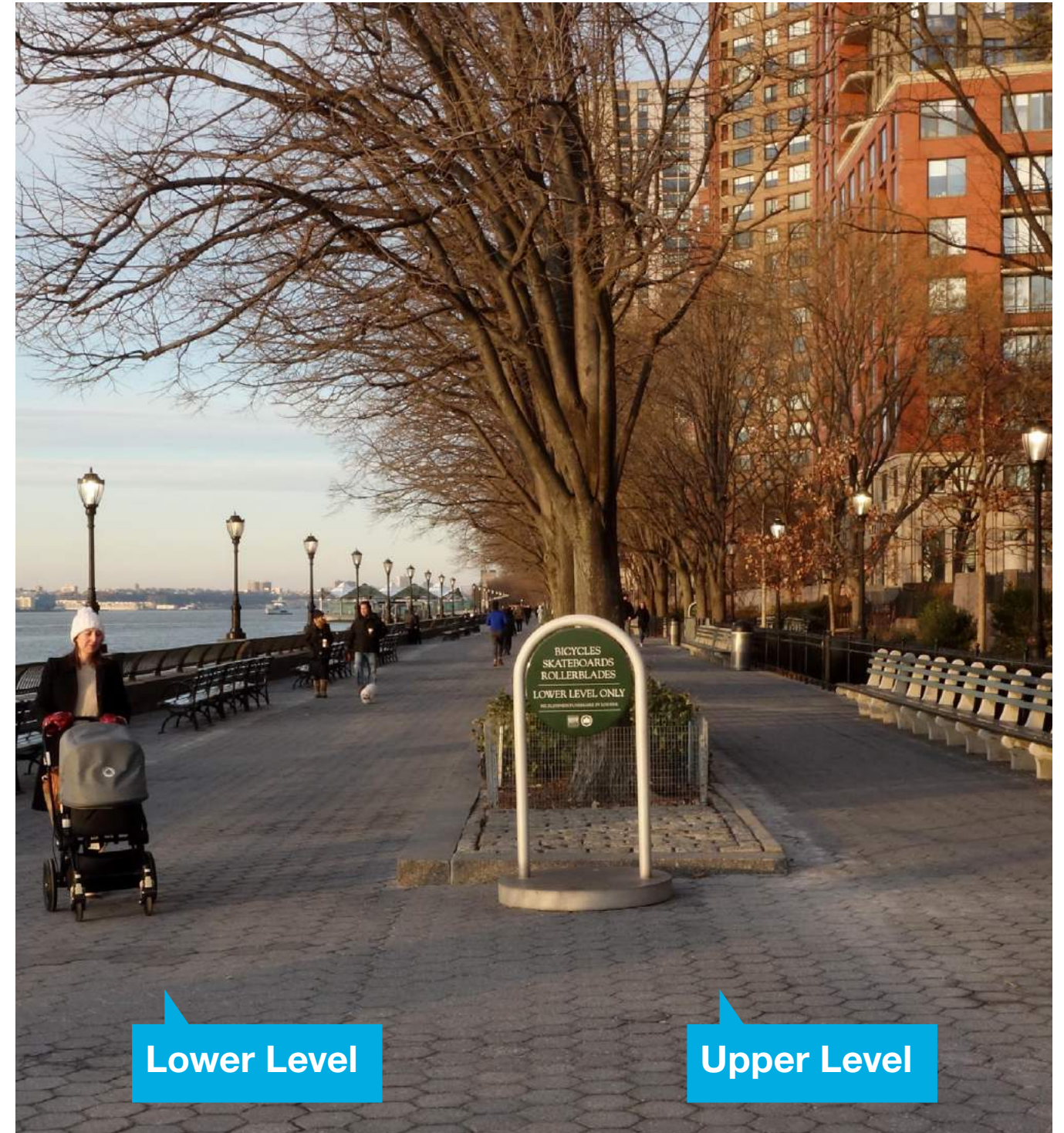
Site Overview

Context

- Multiple paths allow for exploration.
- At the convergence of alternative paths, orientation and directional information can reduce confusion.



Alternative Paths



Lower Level

Upper Level

Site Overview

Context

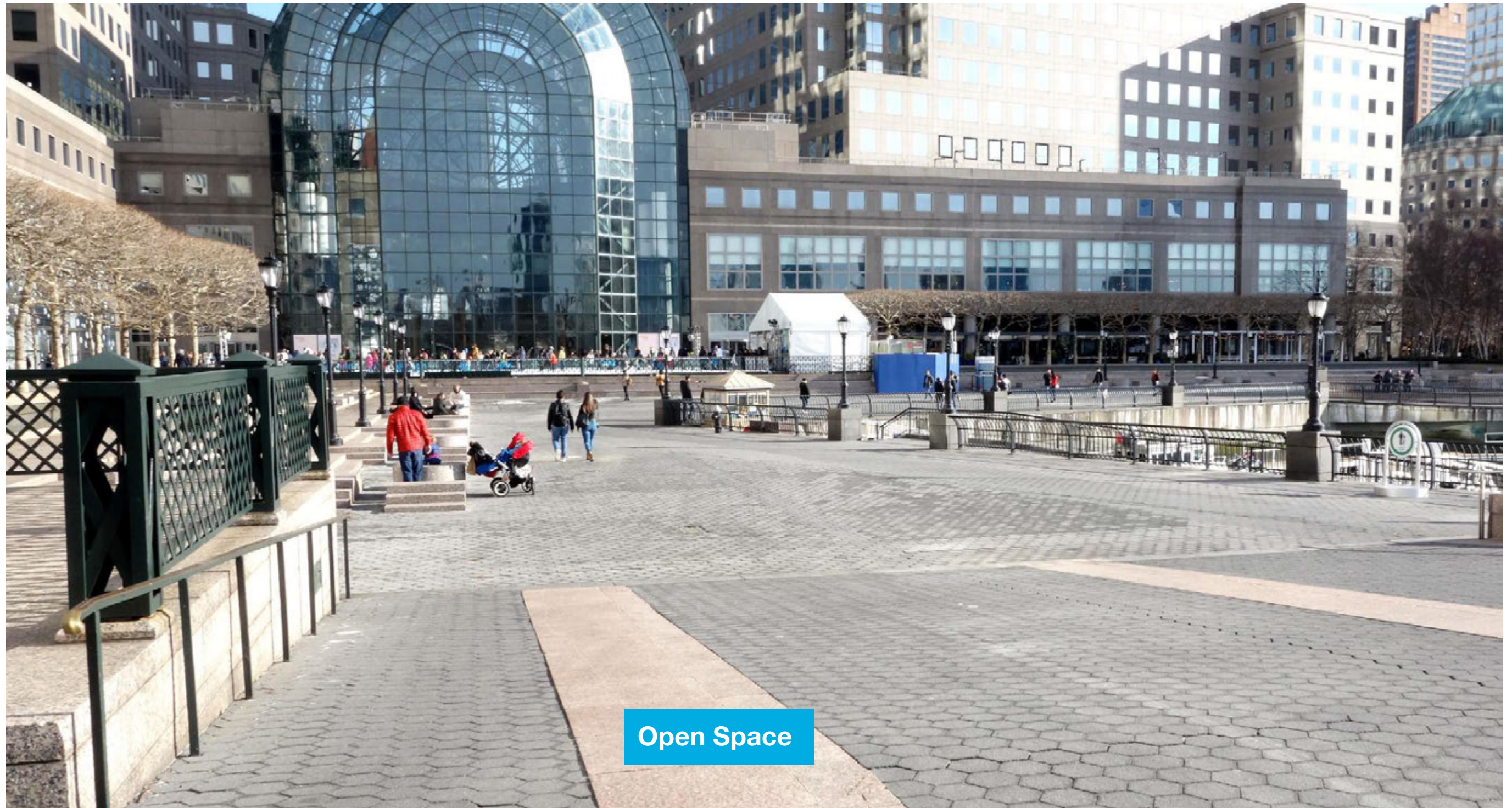
- Cyclist-specific signage is needed to direct cyclists away from the waterfront and towards the Greenway.



Site Overview

Context

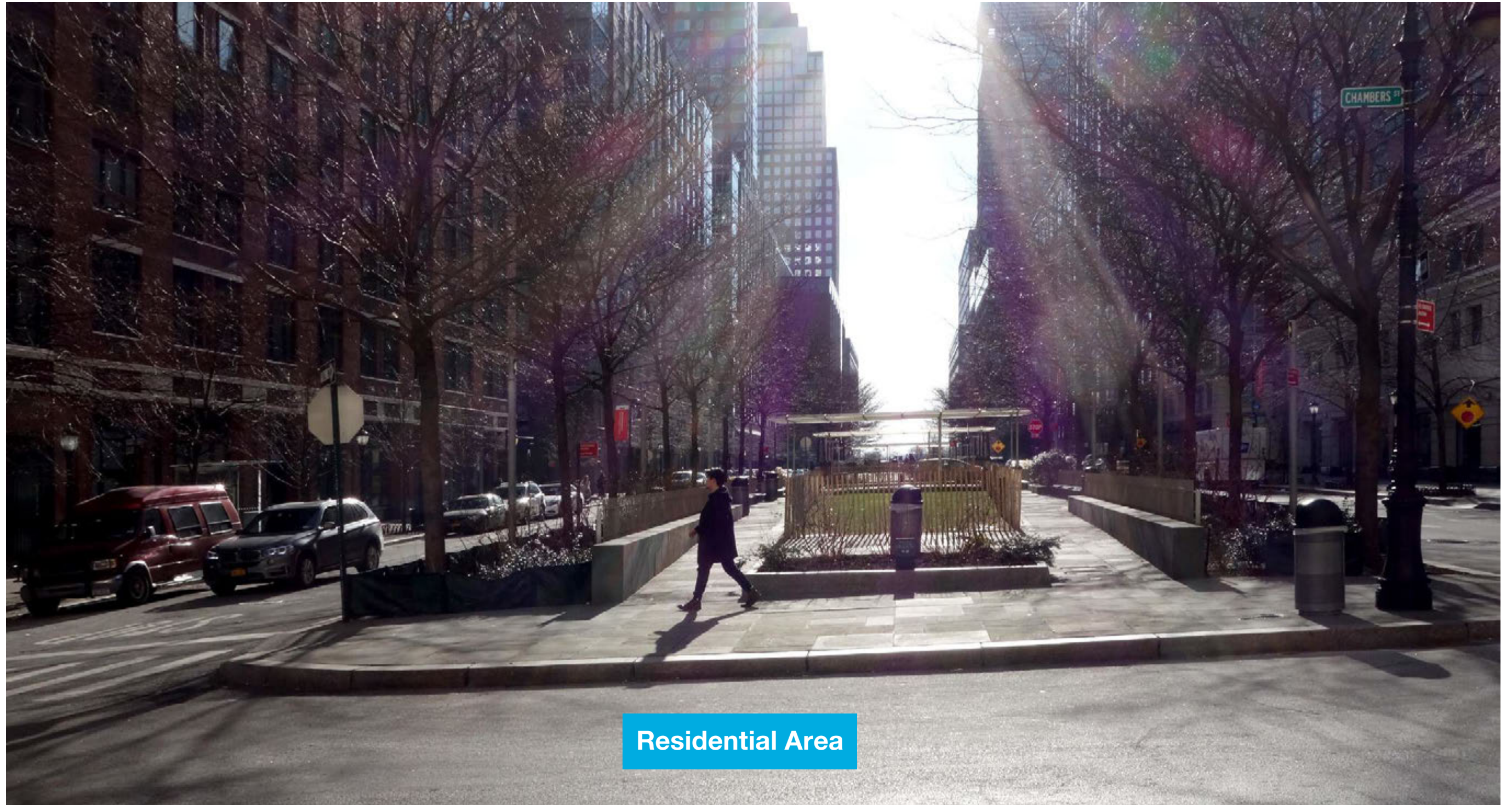
- Major landmarks like the Winter Garden provide orientation. Large areas of public open space create an oasis and gathering place, ideal for providing information on what's nearby.



Site Overview

Context

- Pedestrian signs along east/west corridors can help visitors move to and from the waterfront and avoid primarily residential streets.



Site Overview

Existing Signage

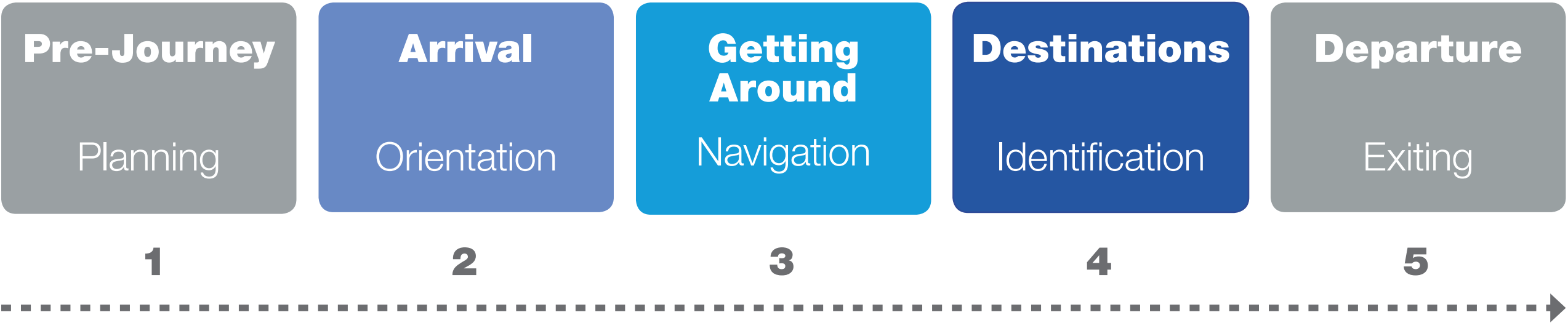
- Identification and Regulatory signage should be updated to provide clear and consistent rules for cyclists, pedestrians, and park users.



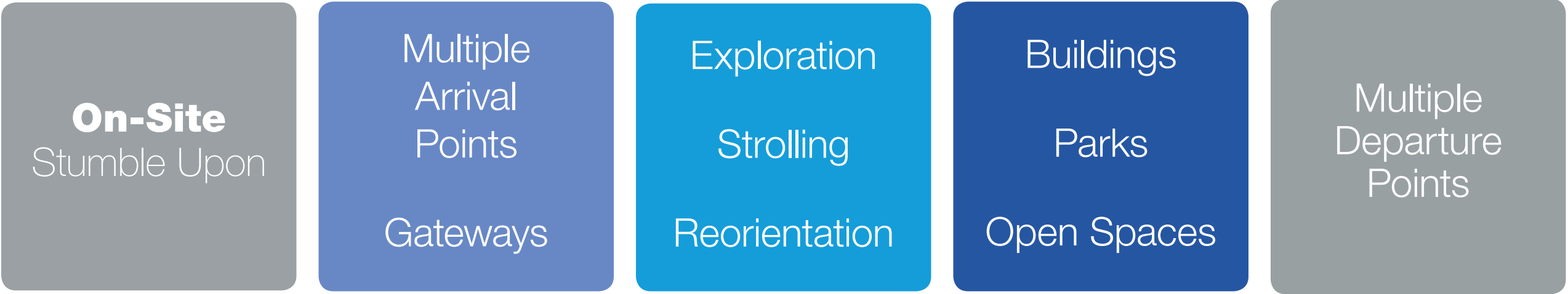
Wayfinding Analysis

-Visitor Experience

Typical Journey



Battery Park City Experience

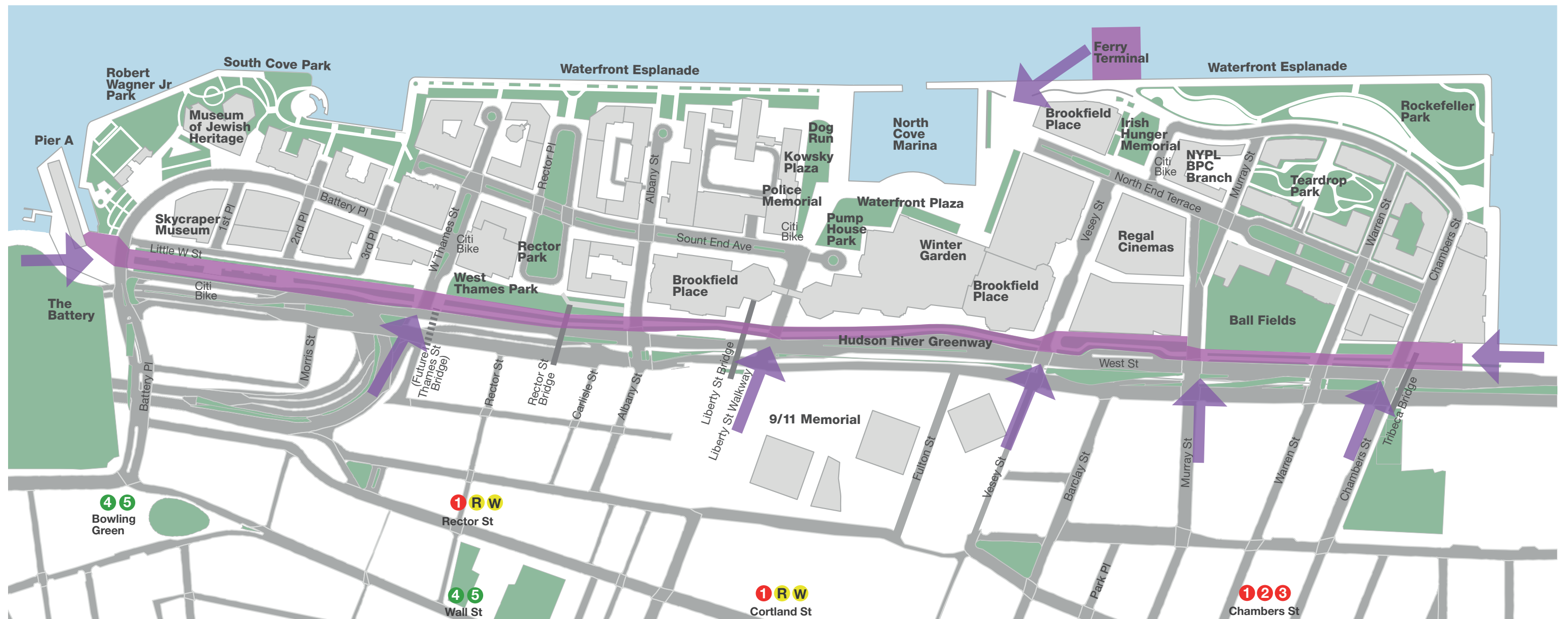


Wayfinding Analysis

Visitor Experience - Arrival Zone

- There are multiple arrival points to BPC along West Street at-grade and via pedestrian bridges, providing an extension of the Lower Manhattan street grid.
- Most non-resident visitors are entering BPC from high-activity centers such as the World Trade Center, The Battery, and the subways and ferry. Others are passing through, continuing their journey north or southbound along the Greenway.

■ Arrival

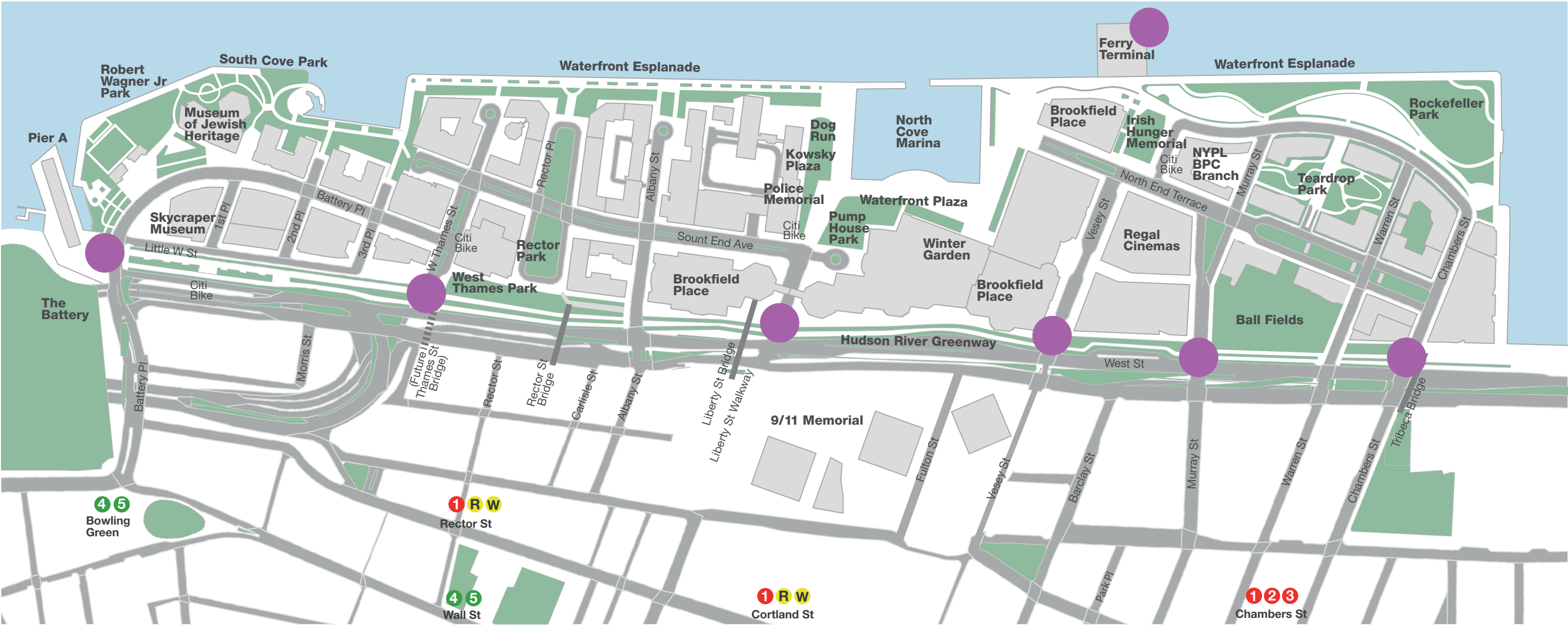


Wayfinding Analysis

Visitor Experience - Arrival Points

- Primary entrances align with the major flow of people into and out of BPC and are locations that will benefit from a prominent sense of identity and orientation.

Arrival Points

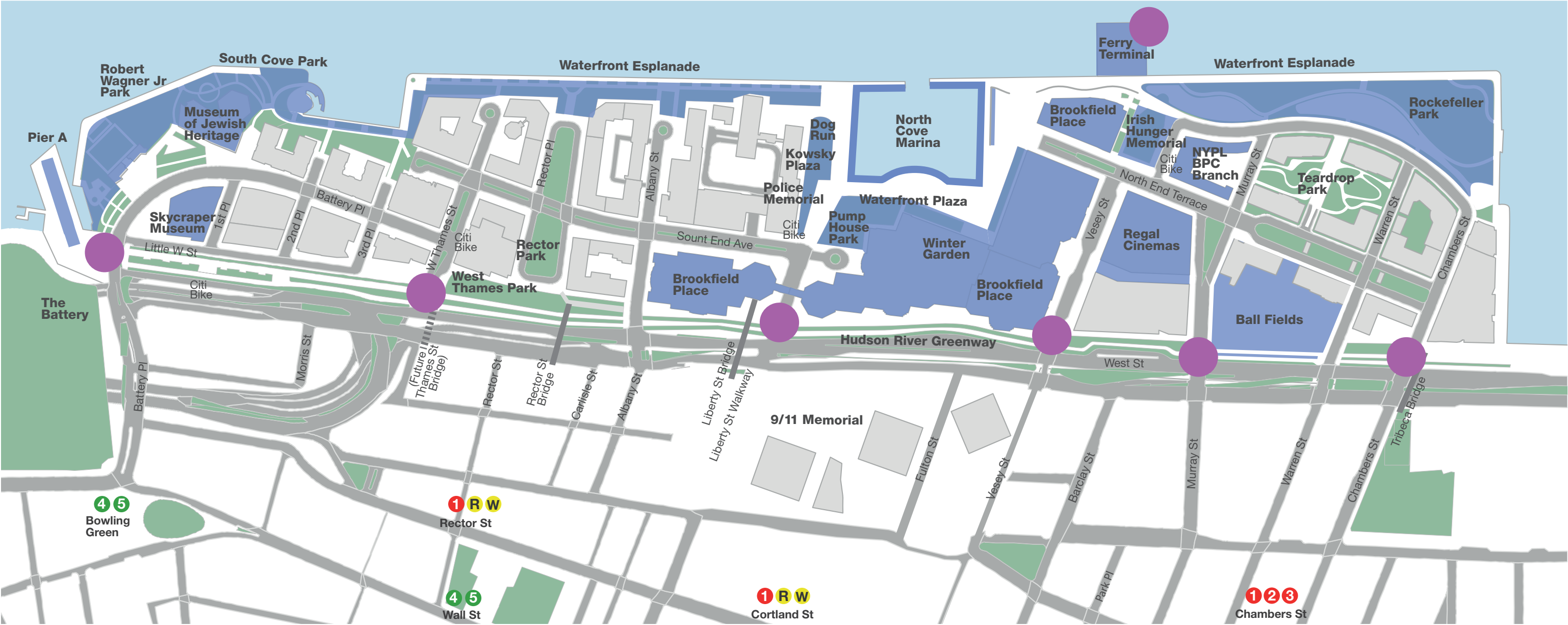


Wayfinding Analysis

Visitor Experience - Activity Zones

- While activity zones can be found throughout BPC, major clusters of activity are found at the northern and southern edges of the waterfront, as well as a central cluster around Brookfield Place and the North Cove Marina.

Arrival Points Major Activity Zones



Wayfinding Analysis

Visitor Experience - Circulation

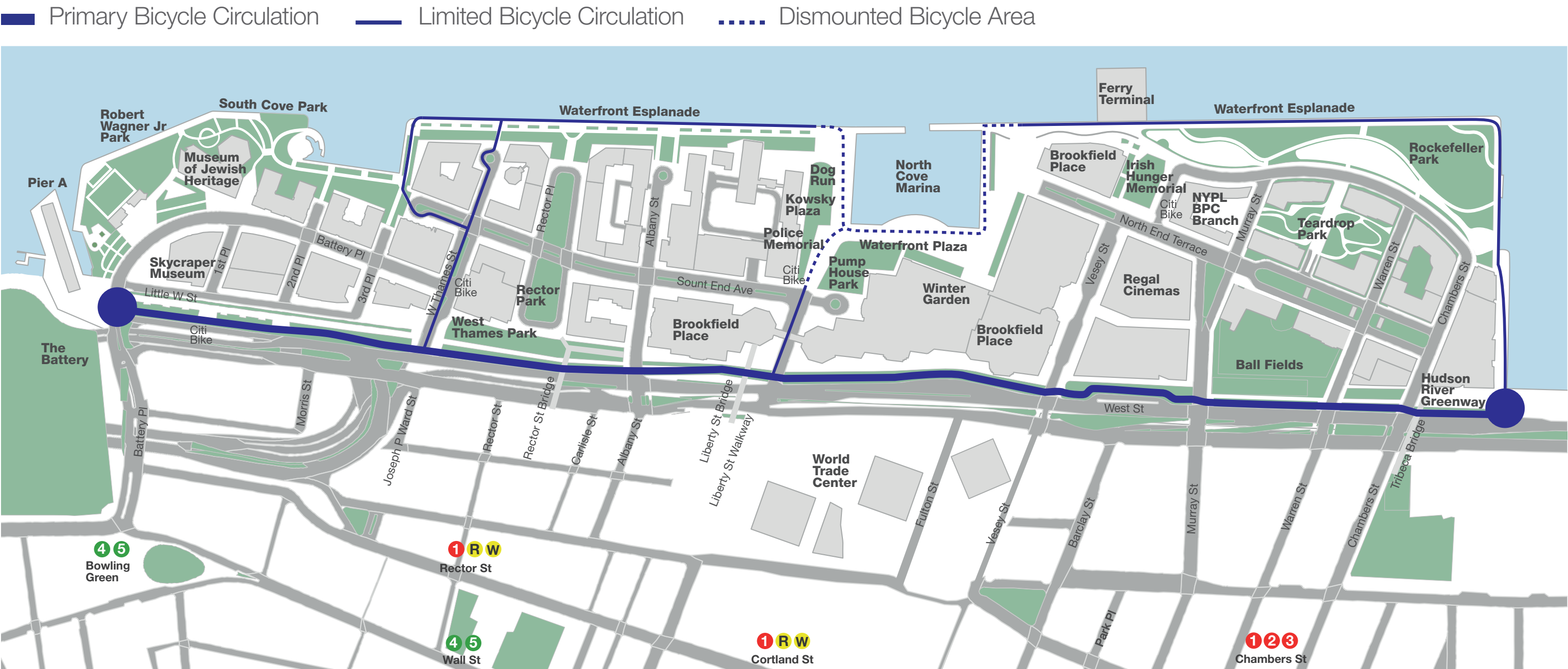
- The arrival points align with the major clusters of activity at BPC and The Waterfront Esplanade provides the connection between them. Concentrating wayfinding information in these areas will signal to visitors that these are major activity areas.
- Secondary routes that are in residential areas should have minimal signage, mainly directing to the waterfront and transit.



Wayfinding Analysis

Visitor Experience - Cyclists Circulation

- Encourage the use of the Hudson River Greenway rather than Esplanade.
- For routes where cycling should be limited, provide regulatory signage and direction back to the Greenway.



Wayfinding Analysis

-Destinations & Information Hierarchy

Wayfinding Analysis

Tiers

BPCA enjoys a high concentration of cultural, retail, and park/open space destinations. However, signing to every local pocket park or residential building would lead to signage and information clutter. This can be resolved by introducing a **hierarchy of destinations**.

Tier 1

Major attraction and landmarks.

Tier 2

Minor attractions, often found through exploration.
Known amenities for residents.

Tier 3

All other locations.

Wayfinding Analysis

Tiers/ Destinations

- **Tier 1** are major landmarks that can be leveraged for wayfinding. They should appear on maps and directionals throughout BPC.

Tier 1



Wayfinding Analysis

Tiers/ Destinations

- **Tier 1** are major landmarks that can be leveraged for wayfinding. They should appear on maps and directionals throughout BPC.
- **Tier 2** are major BPC attractions and amenities. They should appear on maps, and on limited directionals in closer proximity to the destination.

■ Tier 1 ■ Tier 2



Wayfinding Analysis

Tiers/ Destinations

- **Tier 1** are major landmarks that can be leveraged for wayfinding. They should appear on maps and directionals throughout BPC.
- **Tier 2** are major BPC attractions and amenities. They should appear on maps, and on limited directionals in closer proximity to the destination.
- **Tier 3** are all other BPC locations. They will appear on maps, but don't require directional signage.

■ Tier 1 ■ Tier 2



Preliminary Sign Types

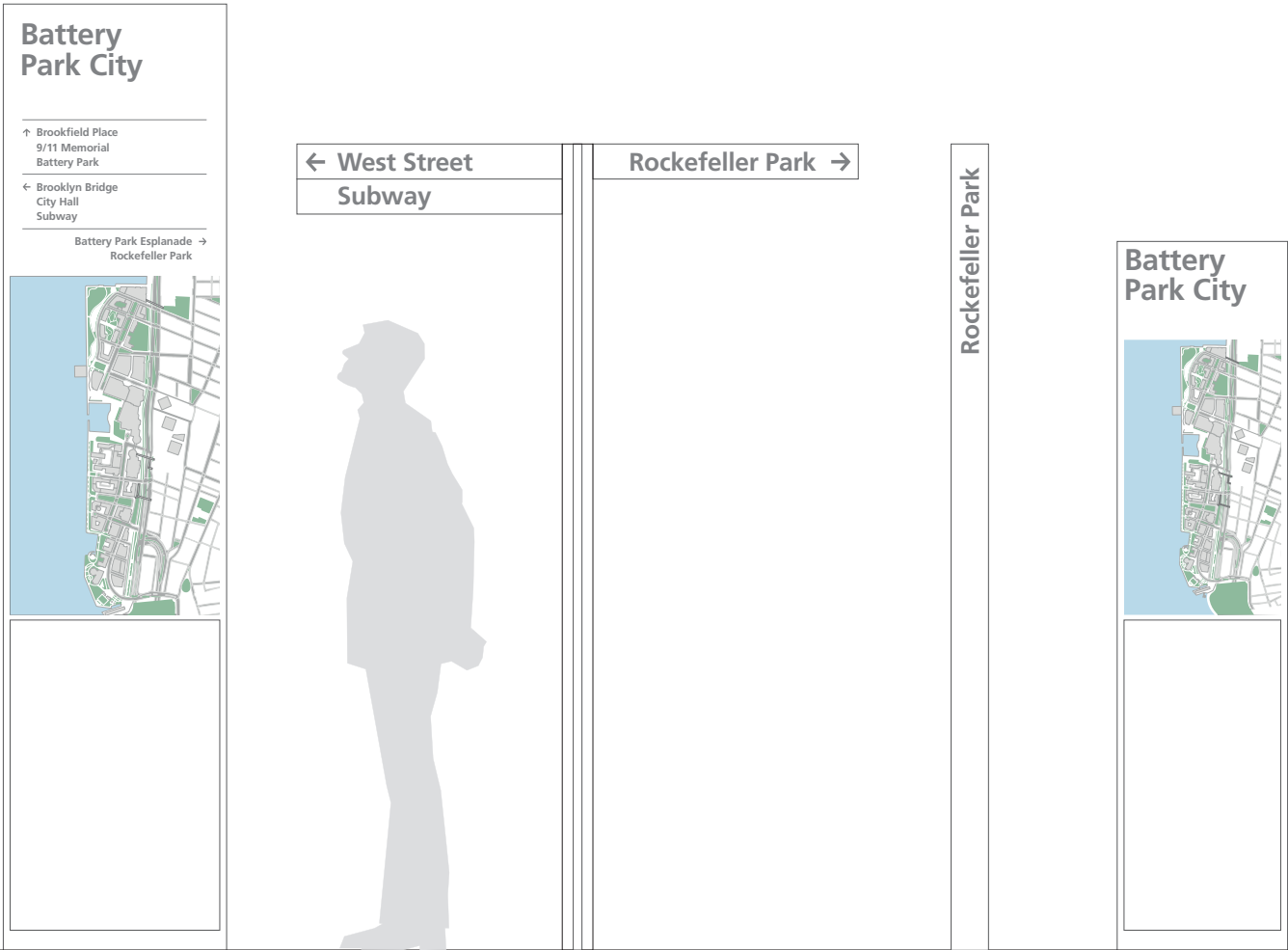
- Sign Types
- Information Flow

Preliminary Sign Types

Information Organization

- The following types of signs are recommended to create a clear, consistent, and unique system for BPC.
- Pedestrian signs are intended to provide information, orientation and navigation and Bicycle signs are intended to encourage travel along the Hudson River Greenway.

Pedestrian Signs



**Gateway/
Directional/
Orientation**
Pedestrian

Directional
Pedestrian

**Marker/
Destination/
Location ID**
Pedestrian

Orientation
Pedestrian

Cyclist Signs

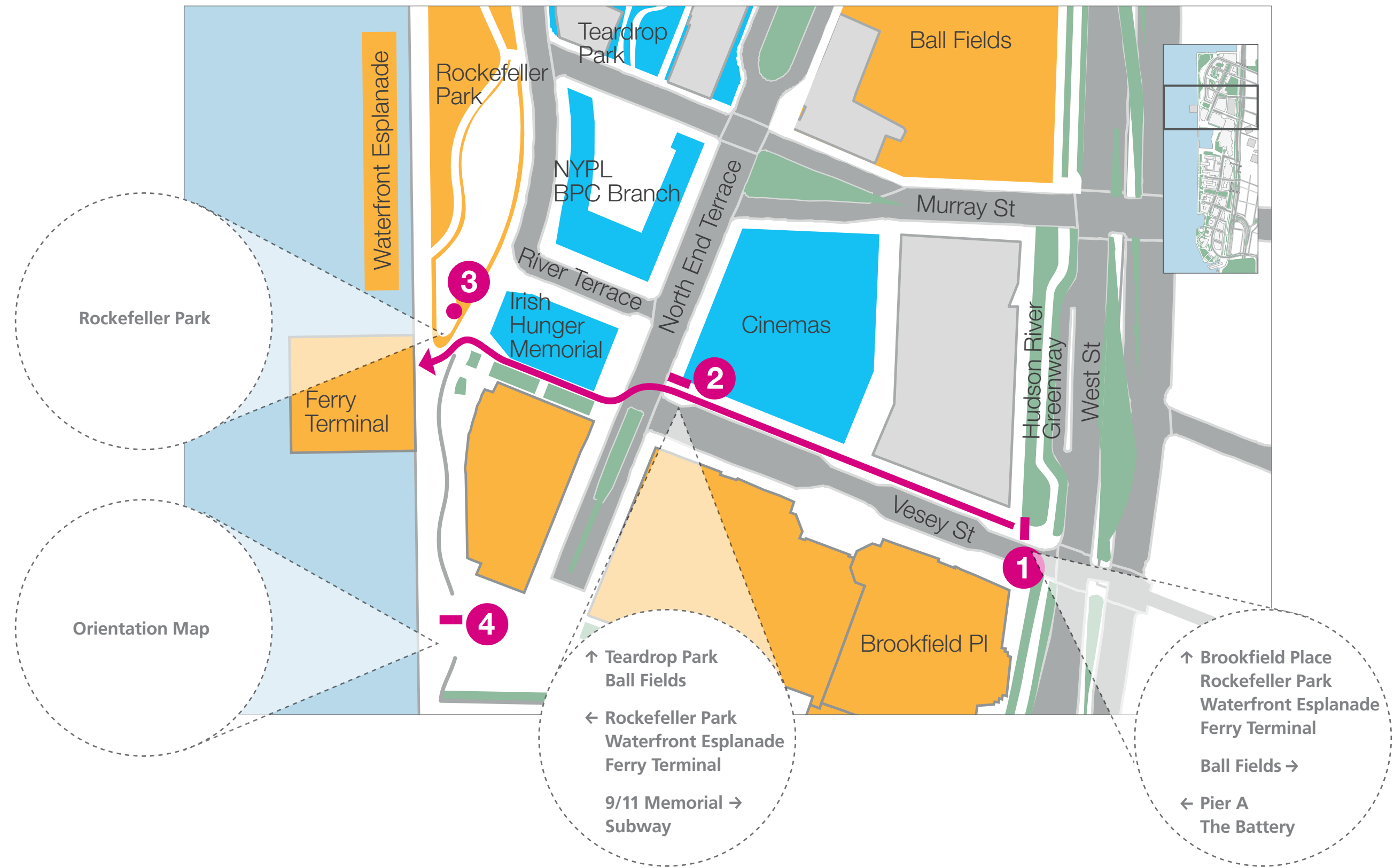


Directional
Bicycles

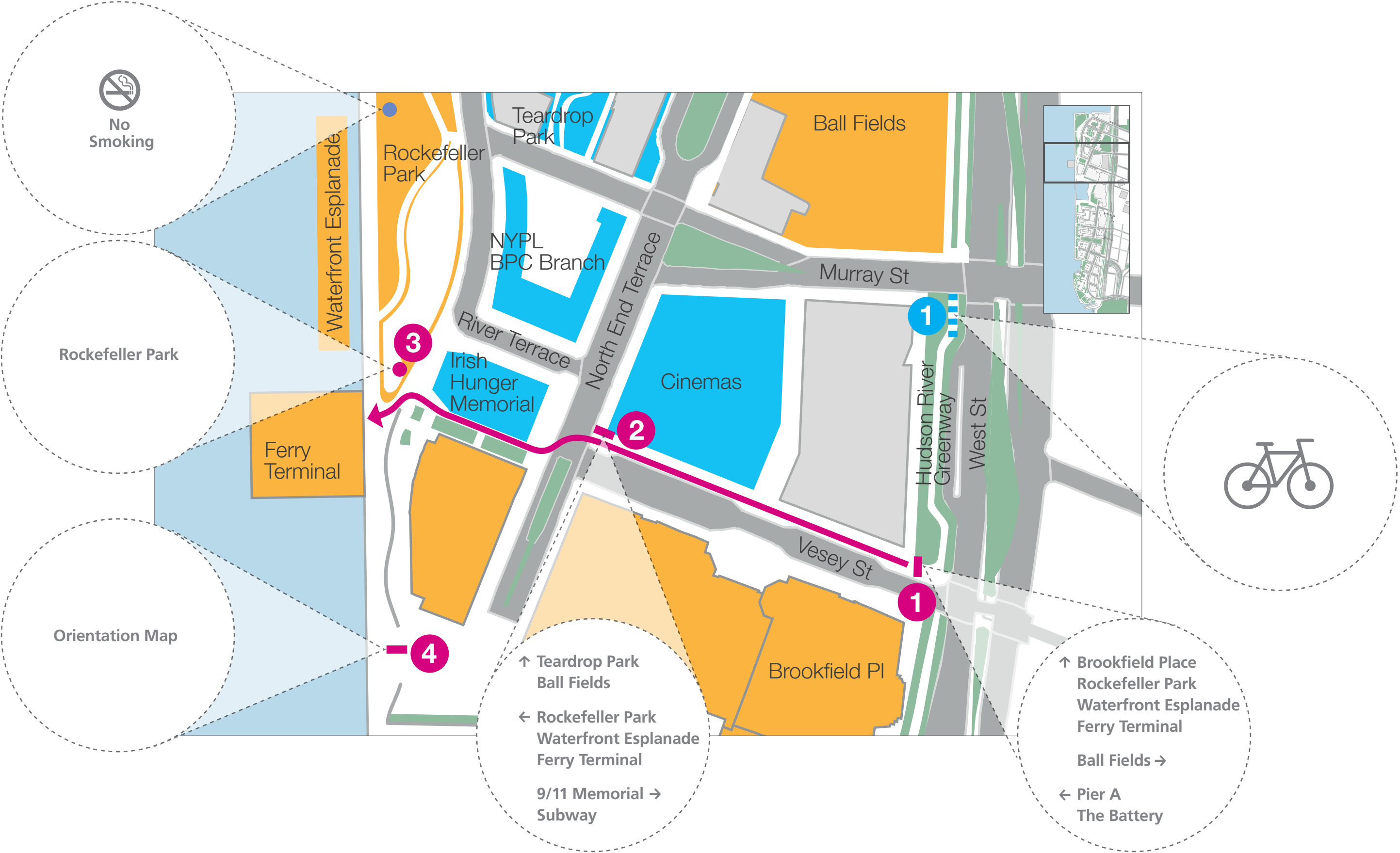
Route Paving Graphics
Bicycles

Regulatory Signs

Preliminary Sign Types
Information Flow Scenario



Preliminary Sign Types
Information Flow Scenario



Wayfinding Strategy

- Landmarks-based approach for visitor orientation throughout the site.
- Strategic directional information towards activity clusters and waterfront.
- Maximize efficient connections between activity clusters.
- Reorientation points along waterfront and open public spaces.
- Hudson River Greenway as primary cyclist circulation.
- Clarify regulations, especially for cyclists.

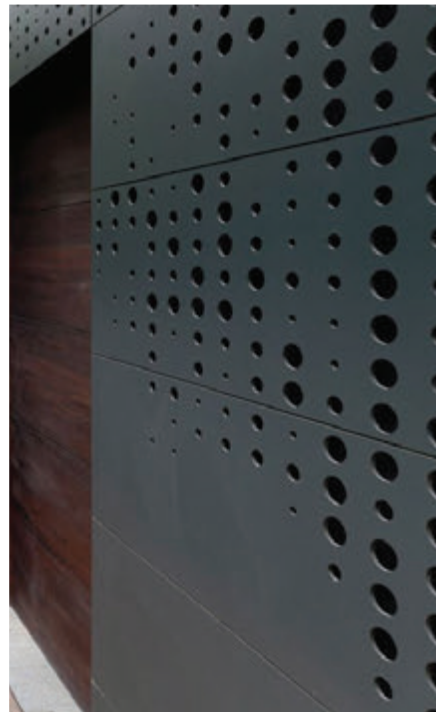
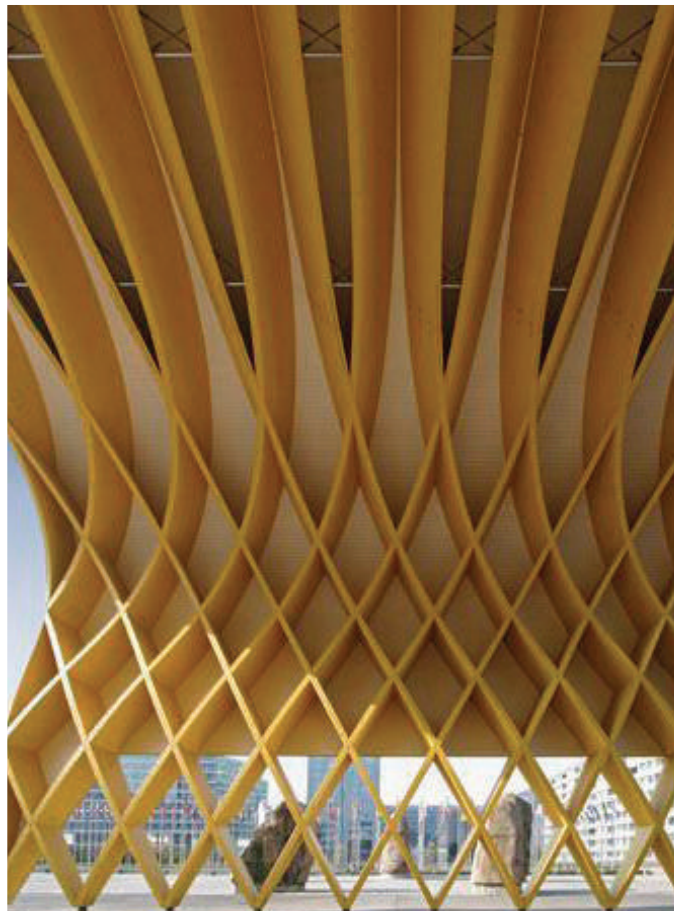
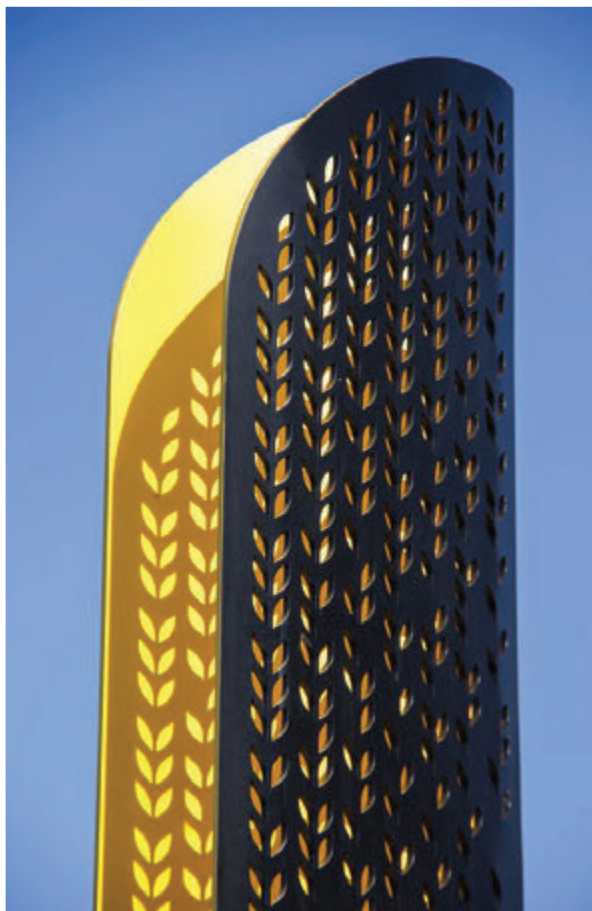
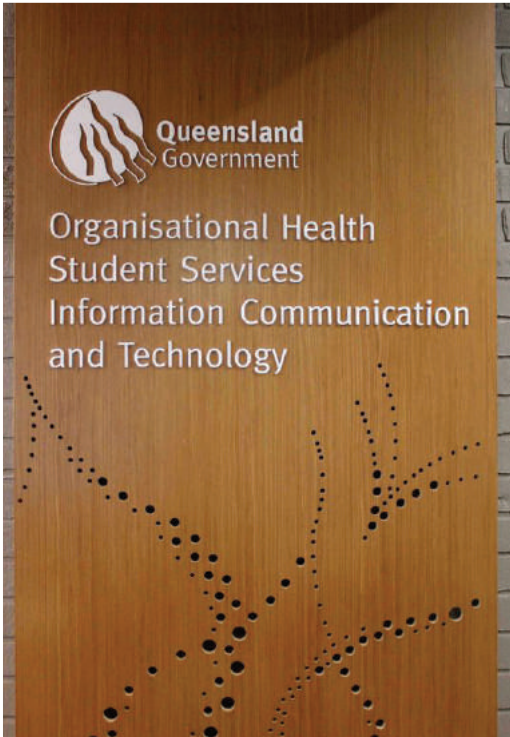
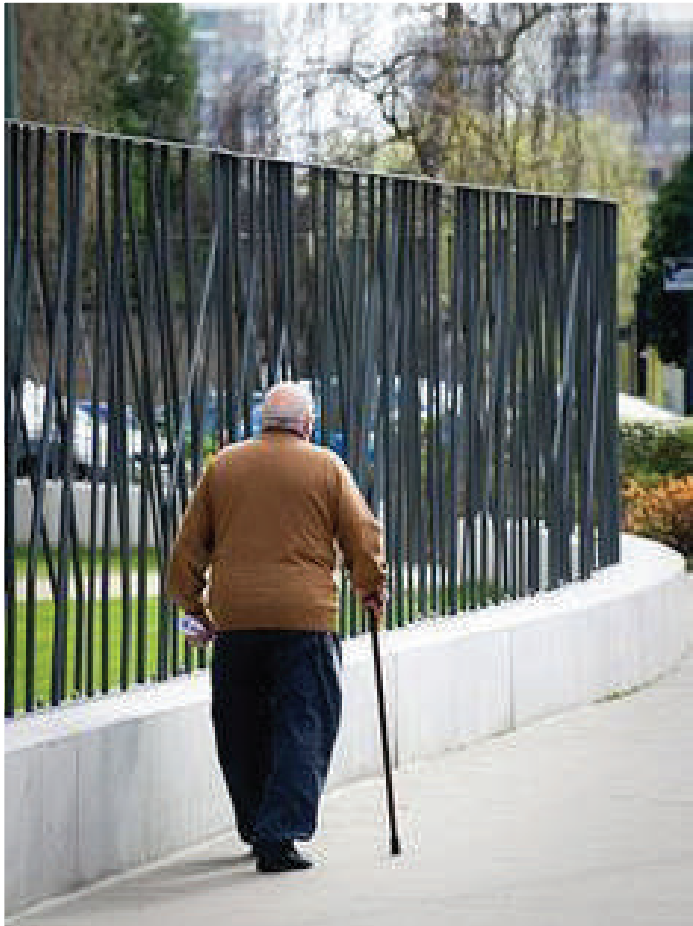
Part 2

Schematic Design

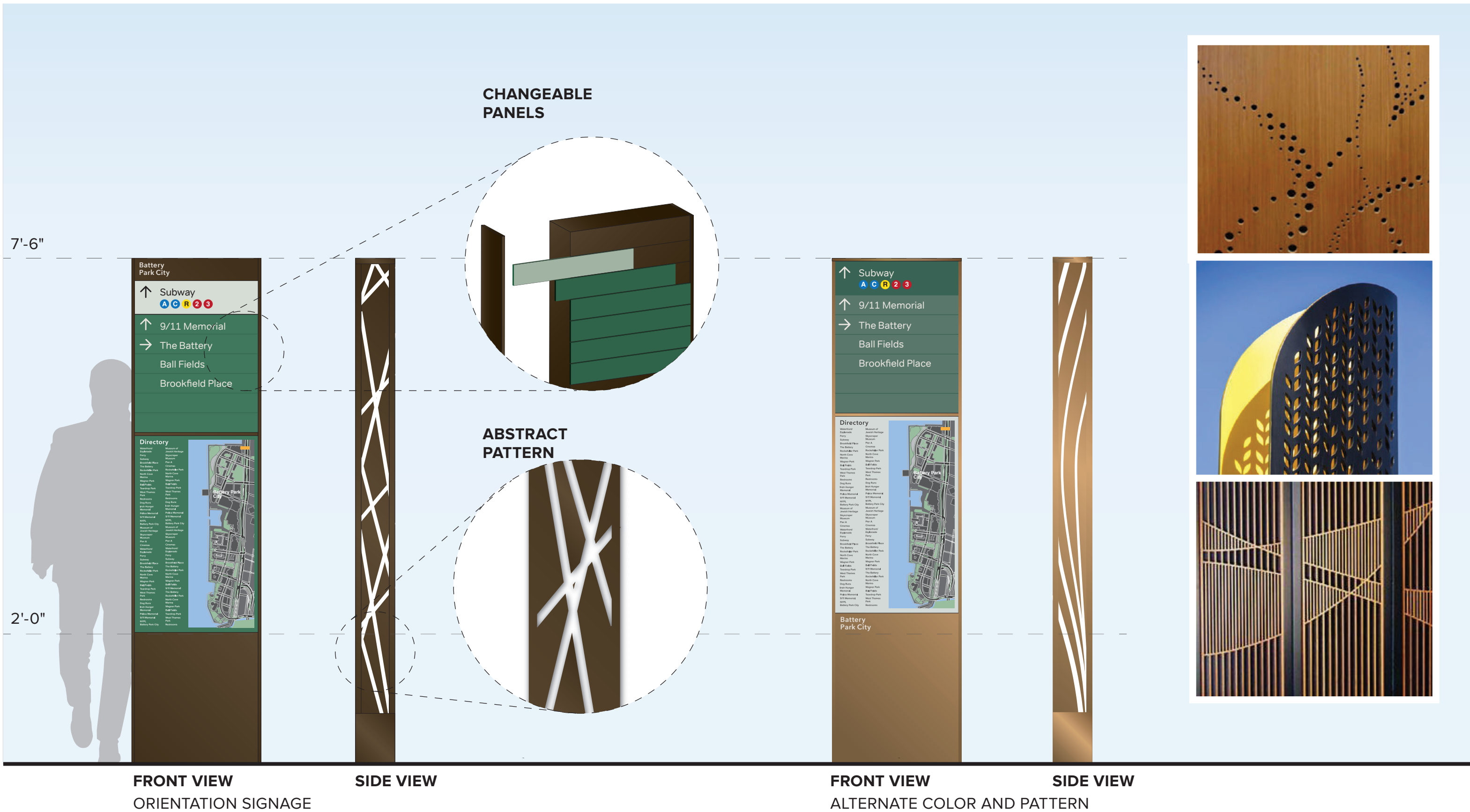
Landmarks based wayfinding strategy

- Creates a method for consistent, organized information on signs
- Provides information where and when people need it

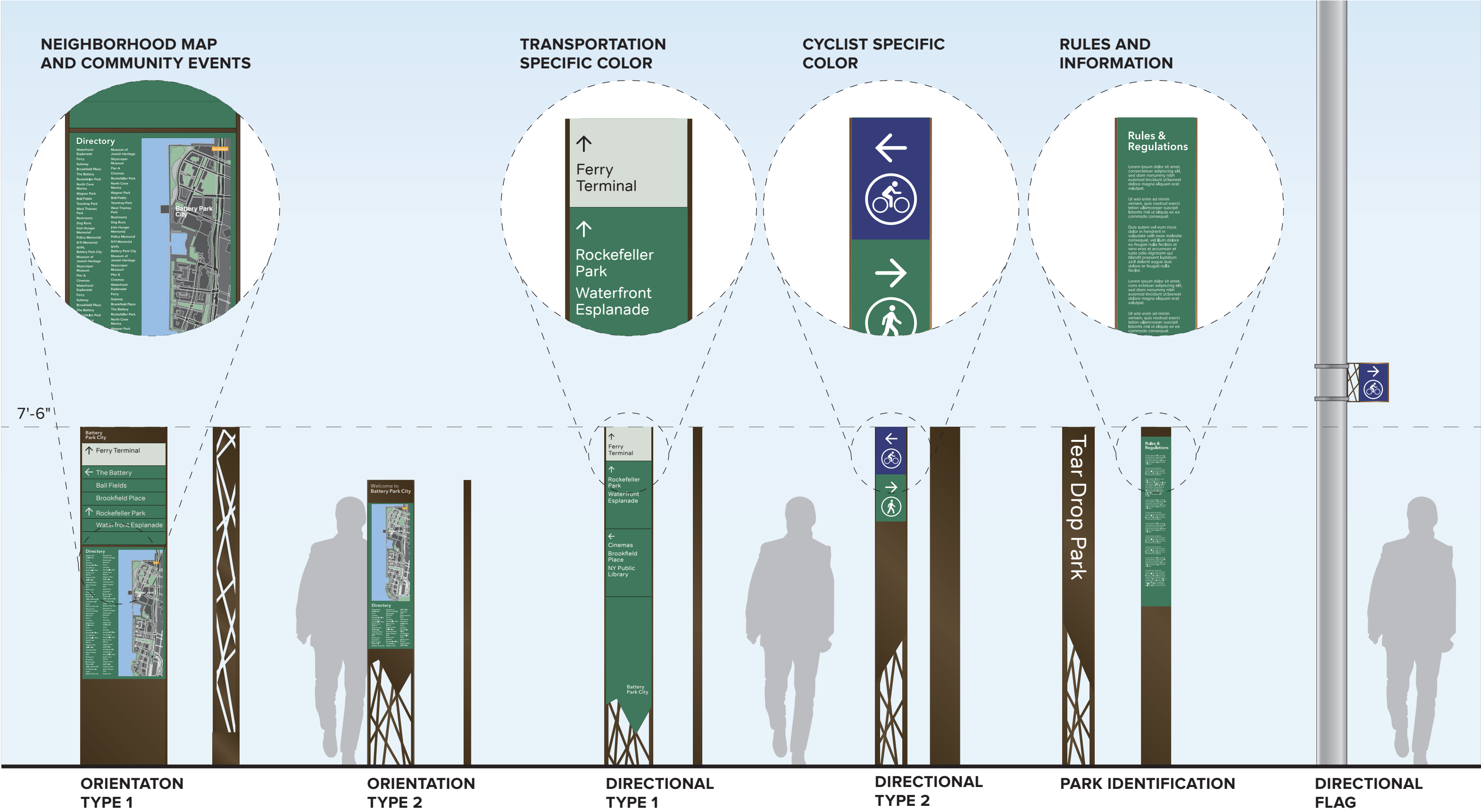
DESIGN INSPIRATION: ABSTRACTED NATURAL PATTERNS



SIGNAGE DESIGN ELEMENTS



CONTENT CONSIDERATIONS



ORIENTATION SIGNAGE



PARK IDENTIFICATION



DIRECTIONAL



PLACEMAKING SIGNAGE

TO BE REPLACED WITH HIGHER
RESOLUTION RENDERING



THANK YOU